Erederick Toeser & Co.

Brooklyn Advertisements.

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frederick Loeser & Co.

Comforts for the Smoker.

Indeed from our holiday provision for the smoker one would think him the most important person living-and the prices are so small.

Fans, Frames, Boxes. Hundreds of things that have only to be seen to make

choosing easy. "Loeser's assortment is so very complete," is

An assorted lot of special mounted, 59c. to \$1.98. All fans, silk gauze, decorated and spangles, lace and plain edges, 49c., 69c., 89c., 98c.

A complete assortment of Florentine frames, gold plated

\$1.25 to \$40.00.

An assorted lot of leather photograph frames, sterling silver mountings, all sizes.

Large assortment of card, cabinet, carbonette, gold plated frames, plain and fancy rims, 25c., 39c., 49c.

An assorted lot of fine gilt, bronze, silver and chine-leather jewel boxes, sterling stone effects, \$1.25 to \$17.98.

Genuine Briarwood pipes, real amber tips, assorted shapes and sizes—some sterling silver trimmod, and others rolled gold, \$1.25, \$1.75, and \$1.98.

Genuine Meerschaum Pipes, real amber tips, assorted shapes and sizes, \$2.98, \$3.49, and \$3.98.

real amber, 98c., \$1.10, \$1.25, and \$1.39. French Briarwood pipes,

the remark on all sides.

A complete line of fine fans,

silk gauze, decorated and spangles, wood, carved bone, shell and inlaid pearl sticks, \$1.25 to \$40.00.

mountings, all sizes,

75c.
Cigar Boxes in polished woods, plain and silver trimmed, \$1.25, \$2.25, \$2.98, and \$3.25.
Pine Racks and Cigar light-

cal amber tips, assorted thapes and sizes, \$2.98, \$3.49, and \$3.98.

Cigar and Cigarette holders, cal amber, 98c., \$1.10, \$1.75 to \$1.75 to \$1.25 and \$1.35 to \$1.25 to \$1.2 trimmings, 39c., 47c., and

and burnished, oval and square for card, cabin et and carbon-

ette photograph s; 49c., 59c., 75c., 98c., \$1.25.

A beautiful assortment of

fine imported frames, French

BROOKLYN.

Tis the Week Before Christmas Greater Store Resources Than Ever Before.

Obstacles vanish before the force of invention - inventions mark this store's lead in the march of merchandising progress - a broad sympathy which meets your needs for the hour and "makes the action popular." And so in preparing for this week before Christmas we have kept in mind the fact that it is sure to be the very largest in our history. We have arranged to make your shopping easier, more convenient, quicker, and pleasanter than ever—our stock of merchandise has been enriched with novelty, plenty and quality—our prices have been forced to the lowest point ever known—our help has been supplemented by the best that skill, knowledge and money can command—and thus everything points to the

pleasantest shopping week that we or the Brooklyn public ever knew. Open Evenings Till Christmas - You will find the two hours between six and eight least crowded.

Grand Orchestrion in the Basement-Almost as good as a full brass band.

Christmas Bazar and Oriental Rooms-On the third floor, where may be found hundreds of gift suggestions.

Convenient Restaurant, 2d Floor-Open all the time. Lunch counter in basement.

Cloak and Parcel Checking Room—On the first floor. Telegraph and Post Office-In touch with the world at a mo-

ment's notice. Reading and Writing Room - A convenient place to meet a friend. Small Parcels - Whenever possible kindly take them with you, and

have as few sent C. O. D. as possible. Transfer Cards save much time and trouble.

Address - Please see that your address is taken down correctly by

The Best Perfumes.

All the leading and latest perfumes by celebrated foreign

Roger & Gallet's 1¼-ounce extracts, at 81c., 97c. and \$1.06 bottle; 2-ounce, 4-ounce and 8-ounce bottles. Also in all the leading odors, Honbigant's "Ideale," \$3.60. Honbigant's "Bonton d'Or," \$1.86; Honbigant's "Quintessence of Violette," \$4.80. Violets "Amber Royal," tracts, \$1.25; 4-ounce extracts, \$2.00, Le Grand's Oriza Violette du Czar, 1 ounce, \$1.13; 2 ounce, \$2.26; 3 ounce, \$3.50. Guerlain's Jicky and Violette de Algiers, \$1.57. Pinaud's Roman perfumes, all odors, \$1.00. Hudnut's Violet Sec, \$1.00 \$1.28; Violets "Cytise,"
\$1.28; Violets "Farnese,"
\$2.85.
Atkinson's 1-ounce extracts, 59c.; 2-ounce, \$1.09; 4-ounce, \$1.89.
Piver's "Indiana" in Mudnut's Violet Sec, \$1.00 and \$2.00; Hudnut's Yankee Violet, \$2.00; Hudnut's Extreme Violet, \$1.00; Hudnut's Wood Violet, 1 ounce, 50c.
Coleans of the Coleans

Piver's "Le Trefle Incarnat," I ounce, \$1.05; 2 ounce, \$1.49; Piver's "Azurea" and "Rosiris," I ounce, \$1.05; Piver's "Senteur," I ounce, \$1.05.

Lubin's 1-ounce extracts, 75c.; Lubin's 2-ounce ex-

Writing Paper in Boxes. ...

This paper is put up in prettily decorated boxes made for gift giving and tied with ribbon-a real Christmas look—as fol-

lows: AT 12c. FOR A 19c. BOX containing 24 sheets of paper with envelopes to match.
AT 25c. FOR A 35c. BOX containing 24 sheets of paper with envelopes to match-box handsomely decorated with minia-

ture and Grecian head.
AT 39c. FOR A 70c. BOX containing 72 sheets of paper, three sixes with envelopes, paper kid finish, cream, blue, violetsixes billet, octavo rud commercial. AT 69c. FOR A \$1.10 writing case, imitation monkey skin

assorted colors.

AT 35c. FOR A 49c. inkstand with pen rack, pen and pencil.

AT 49c. FOR A 69c. inkstand, olive wood, with rack and

What Christmas Handkerchiefs! The Best Collection Ever Shown.

The purchase of a handkerchief may seem a small matter-but it isn't. It is an important business by itself, and we give it just the same attention and force as any other branch of our business. If we were to tell you the quantity of handkerchiefs we sell in a year it would astound you! It means Brooklyn knows where to come for handkerchiefs, and particularly at Christmas time. We just give three price hints -thousands of others :

AT 12%c. INSTEAD OF 25c.-Wom- | embroidered handkerchiefs, scalloped en's embroidered handkerchiefs, scalloped and hemstitched.

AT 12½c. INSTEAD OF 17c.—Men's all linen hemstitched, plain and initialled.

Christmas in Upholstery Store. Our upholstery store touches the real comfort of almost every home in Brookly n—it has a human interest for everyone. We have planned hundreds of ways of adding to the Christmas cheer in the home by touches here and there that are now to be appreciated by every housekeeper. The following prices hardly possible anywhe re but at Loeser's will bear reading carefully.

French velour table covers, unequaled assortment patterns and colorings—plain

and figured centres in all sizes. \$3.65. \$5.75. \$12.00. \$15.00. \$18.00 each.

Real Renaissance lace bed sets with ruffled valance and roll piece. Special at \$9.00, \$10.50, \$12.00, \$15.00 each.

175 pairs white Irish point lace curtains, \$4.75 pair regular value up to \$6.00

Silk finished mercerized portieres in rose, nile, olive, cerise, crimson &c., \$6.75, \$7.50, \$9.50, and \$12.50 pair.

Shirt waist boxes covered with cretonne, art ticking, linen taffeta—made extra

well \$1.98, \$2.35, \$2.75 and \$3.50 each. Folding screens in great variety, including demin, burlap, tapestry, &c., to the finest silk embroidered Japanese and hand worked leather screens.

Big Sale of Oriental Rugs.

And Price 1/3 the Usual. We have succeeded in timing this sale for the week before Christmas because it gives you practical gift opportunities rarely equalled. A trade happening put us into possession of quite a large collection of very alluring eastern rugs-you will recog-

nize their value at once—not a rug that isn't a bargain.
Fine specimens of antique and modern Shirvan rugs, every one of them selected for this occasion. Many of them are exceedingly fine in texture and all of them are as perfect as an Oriental rug can be. Color and design exquisite. We have about 150 of these rugs at an average price of \$24.75, some as low as \$17.50. They are

about % under usual prices.

Our rug store is noted for fine silk and Kerman rugs, and we have added extensively to the collection, making this offering the best yet. The following are about: Silk Rugs from \$50.00 to \$375.00.

Kerman Rugs from \$75.00 to \$650.00. In addition to above special lots good rugs can be had as low as \$7.00.

Underwear for Men. Women. Children. Some at 1/2 Price, Too.

lar price-how much more so when we succeeded in getting it at nearly half the everyday price. AT 25c. INSTEAD OF 39c. Boys' ex-

tra beavy natural ficece lined shirts, self fronts, long sleeves, and drawers to match, sizes 26 to 34. AT 25c. INSTEAD OF 50c. -Men's extra quality natural merino shirts, also

drawers to match, in broken sizes. T 25c. TO 39c. INSTEAD OF 39c

TO 75c.-Children's extra fine natural merino vests, also pantalettes to match, sizes 20 to 24, 25c.; 26 to 30, AT SEC INSTEAD OF \$1.50-Men's

Cotton Dress Goods for 1902.

This underwear would deserve particular mention for its own sake when at regusilk fleece shirts, self fronts and hand-AT 12%c. INSTEAD OF 19c .- Women's

somely trimmed; also drawers to maten made with an Egyptian cotton face and fleeced with pure silk, in broken sizes. fine gauge black cotton stockings, spliced heels and double soles; also ex-

tra quality black fleece lined, AT 25c. INSTEAD OF 39c. - Women's extra grade black cashmere stockings, plain and ribbed top with merino heels and toes; also extra fine liste thread in

These are some of the first of the pretty things that are going to be worn in 1902. They are put up in boken particularly handy and appropriate for Christmas giving—and such a gift carries more than a momentary appreciation.

Best quality yard wide percales, dress | Silks, gingliams and mousseline de lengths, each \$1.00, \$1.13, \$1.25. | Silks, gingliams and mousseline de lengths, each \$1.00, \$1.13, \$1.25. | First showing of 1902 Irish dimities, checks, dress lengths, each styles and colorings handsomer than ever

into-shape kind stand the test? The name Loeser on a suit or overcoat is a guarantee in itself that you get the very best that the price you pay for it can produce. Money back always if the Loeser clothing isn't satisfactory. Take these for instance: Men's sack suits for business or half dress and low priced at \$10.00 to \$25.00. Men's overcoats, long coats (Chesterfield) at \$18.00 Men's Fifth avenue bell overcoats, stylish and comfortable for all men, at \$12.50 to \$18.00; silk lined, \$20.00 to

Evening dress suits, silk lined, at \$29.00 to \$38.00. Tuxedo coats to match suits at \$15.00, \$18.00 and \$20.00.

price at which clothing can be sold and be cheap? It can't be made right without costing something. How can the pressed-

at \$2.50 to \$7.50. New rain coats (Chesterfield) of the finest waterproo cloths, correct shades, at \$15.00 to \$28.00. Inverness coats of best black vicuna, \$25.00; silk lined at

Prince Albert coats and vests at \$20.00 to \$28.50.

Furnishings for Men.

Suitable Things for Gifts. Most Extraordinary Offer of the Season.

We have eq many very rare and unusual chances for men furnising store to-morrow that this is really a very small mention of them. Those in the regular department, first floor, are so easy of access that they will be surrounded at once-those on the second floor take only a moment to reach, but are worth climbing up ten floors to find.

On the Second Floor.

\$1.00 TO \$2.00 FANCY SHIRTS AT 75c .- Men's fancy shirts of Madras and percale, cuffs attached or detached; a gift box with 3 of them. 50c. SCARFS AT 25c .- All the good shapes and the best lot

of the year 50c. SUSPENDERS AT 25c .- The last lot of these splendid suspenders.

\$4.50 TO \$7.50 HOUSE COATS at \$2.95 and \$3.75. \$3.50 TO \$6.50 BATH ROBES at \$2.59, \$3.50 and \$3.95. Wool, eiderdown and blanket robes.

\$6.00 TO \$7.50 MACKINTOSHES at \$4.50. Cheviot and tricot cloth coats, with woven plaid linings, as waterproof as the \$20.00 sorts. BOYS' BATH ROBES, wool eiderdown robes, \$2.25, \$2.50, \$2.75 and \$3.25, instead of \$3.00 to \$4.75.

At Fulton Street Door.

\$1.50 TO \$3.50 FANCY SHIRTS AT 95c .- Plaited and stiff beson shirts for men, of the best imported and do-mestic shirtings; the best shirt bargain of the year; a gift box with each purchase of 3 laundered shirts.

\$12.00 TO \$22.50 MACKINTOSHES AND RAIN COATS, \$7.50 AND \$11.75—One of the very best makers took a big loss on about 100 coats. Then we clean up all little

MEN'S HOUSE (O\TS- Fancy plaids and checks, plain colored cloths and velvets, and a few Mattelasse house coats at \$4.50, \$5.50, \$6.50 and \$7.50, instead of \$7.50 to

MEN'S BATH ROBES Striped and Jacquard blanket robes, plaid cloth gowns and all wool Eiderdown bath robes, at \$4.95, \$6.50 and \$7.50 instead of \$7.50 to \$12.50.

MEN'S \$CARES-50c. for regular \$1,00 and \$1.50 scarfs, all shapes, \$1.00 to \$1.50 and \$2,00 scarfs, including English squares and Ascots. A nest box with each \$1.00

MEN'S SILK SUSPENDERS-The gift giving kind; one pair in a pretty box, 50c, for 75c to \$1.00 sorts, \$1.00 to series, including alering allering alering \$1.50 sorts, including attering affect buckles. \$1.50 for 48c. FOR 27-INCH COLORED HABUTAI SILKS, 89 fancy AT \$4.08 AND \$6.08, RECULAR fancy silk suspenders with sterling silver buckies, \$2.00 to

Men's Clothing With a Name. Umbrellas More Extraordinary.

\$3.00 for Real \$5.00 to \$10.00 Ones. Seems like an extravagant statement, but very easily proved to be true. Some one is losing money on them. A case where a maker was overloaded and wanted money more than Umbrellas. We believe this to be one of the very best lots of Umbrel-las we have ever offered, and that means much with such

offers as we are always giving. Umbrellas, too, that we guarantee for a year—covered with pure silk, fine English twill. There are 700 of them. 26 inches, with handles for women; 400 are 28 inch, with handles for men, and 100 for the men who prefer to carry a 26 inch one. The handles are this season's very best-all kinds and too many to write about—all good—a chance to save from \$2.00 to \$7.00 on an Umbrella—and Christmas at hand, too.

Furniture Appropriate for Gifts At Big Reduction from Regular Prices.

Dress vests or double breasted vests of finest pique or linen Loeser's Furniture Store, with its holiday attire, gains favor and importance every day. We have made larger and better preparations to meet every Christmas want than ever before, and can interest in a practical way every one who wants furni-ture that has the sterling mark of worth upon it. And as for prices, read these sweeping reductions:-

\$9.65 for \$12.00 Morris Chairs. \$7.35 for \$9.75 Morris Chairs.

Oak and mahogany finish Morris chairs, construction and finish guaranteed to be the best; spring seals, with elegant assortment of plain and figured velour reversible cushions. Real value \$12.00, special at \$9.65 Real value \$9.75, special at \$7.35.

Our assortment of Morris chairs is the largest we have ever

shown, as well as the best values-170 to choose from-from \$5.35 to \$63.00 each.

25% to 50% Off Rockers. An assorted lot of about 50 Rockers, oak, mahogany and

mahogany finish, some wood seat, some upholstered; former prices were \$3.50 to \$18.00, now \$2.65 to \$13.50. Extra large Rockers, upholstered back, loose cushion seats, in handsome tapestry, best construction and extra well fin-

Formerly \$38.00, now \$22.50. Formerly 35.00, now 17.50. Formerly 30.00, now 15.00. Our exhibition of fancy chairs and rockers comprises over 400 samples, every conceivable style and finish, and at prices

to suit every one's pocketbook. Ladies' Desks.

A lot of about 40 oak ladies' writing desks, shaped legs, nicely finished; sold regularly at \$3.98, now \$2.95.

A most extensive assortment of ladies' desks, in mahogany (plain and inlaid), bird's eye maple, birch and in the various finishes of oak, from \$7.00 to \$135.00.

Odd Parlor Chairs and Divans, Half Price. A lot of odd parlor chairs and divans, upholstered in damask and tapestry; were \$12.50 to \$38, now \$6.25 to \$19.00. \$47.50 for Our \$66 Eldredge Parlor Suit. Why not buy a parlor suit for a present? We have this beautiful suit in 5 different styles of covering, well made, nicely

Printed Liberty Satins. Exclusive Advance Styles for 1902.

finished and up to date in every way; our price \$47.50; a fair

price would be \$66.00.

AT 75c., 78c., 88c., 98c. and \$1.25, creations of leading Paris artists.
79c. FOR FANCY SILKS, original price \$1.25.
79c. FOR GUARANTEED BLACK TAFFETA, \$1.00

quality, Oc. FOR COLORED LOUISINE SILES; formerly DSc. 79c. FOR 24 INCH CREPES DE CHINE, all colors; regu-

work shades. 76c. FOR 24-INCH SATINS, for pillow backs, ric

· Furs at Remarkable Prices.

Furs are more popular and fashionable this season than ever-worn by every sae -but it takes the nipping frost to make the biggest demand for them. The last week of warm weather has frightened a dealer with a big stock. His fright is your gainas instance these remarkable offers-and it is going to be cold, too.

Seal Jackets at \$142.50 Instead \$200.00.

Rice's London dye, 22 inches long-particularly stylish-high rolling coller,

Persian Lamb Coat at \$85.00 Instead of \$115.00. Persian lamb coat, fine lustrous skins, 22 inches long, high rolling collar, large

Persian Lamb Coat, \$98.00 Instead of \$135.00. Persian lamb coat, excellent quality, lined with fancy brocade silk.

Persian Coat, \$148.00 Instead of \$198.00.

Persian coat, very fine quality, large revers and high rolling collar of Chinchilla, lined with delicate shades of brocade silk. Scarfs, \$2.65 and \$3.25 Instead of \$3.75 and \$4.50.

Electric Seal scarfs, with cluster of tails, finished with safety chain. At \$4.25 Instead of \$6.25. At \$11.75 Instead of \$17.50. Skunk-opossum scarf, with cluster of six tails, cut full, finished with safety

At \$9.75 Instead of \$12.50. At \$17.75 Instead of \$22.50. Mink scarf, fine quality, with cluster

Alaska sable cluster scarf—fine quality—large pattern with cluster of Alaska sable tails and safety chains.

Sable fox scarf-finished with two

bushes and four paws. of tails, finished with safety chain. Women's Prettiest Waists.

Charming designs that make such sensible gi fts-and our selling of these popular garments has been so phenomenal (this season in particular) that everything good comes here first. A Loeser waist as a gift carries a distinctive worth with it that

always makes the gift doubly appreciated. AT 98c., REGULAR \$1.59-Flannel | AT \$2.98 INSTEAD OF \$3.98 TO waists in cardinal, light blue, black, pink, tucked back and front. AT \$1.98, INSTEAD OF \$2.98 AND \$3.98 - An assorted lot of flannel waists in all colors; different models in

this lot; flannel waists with embroidered silk dots, never sold for less than \$3.98; all at \$1.98. AT \$2.98, INSTEAD OF \$3.98 AND S5.98—Choice line of flannel waists in ten different models; in cardinal, light

blue, white, black, old rose, rose and green, pink and gray in this lot; very handsome embroidered effects, all at \$2.98. AT 79c., REGULAR \$1.25-Mercerized black sateen waists. Black brilliantine | waists for maids, \$1.98, \$2.59, \$2.98.

\$5.98-300 assorted taffeta silk walsts in black and assorted colors, tucked and hemstitched effects. In this lot a num-ber of manufacturers' sample waists, in sizes 34, 36, 38; never sold for less than \$4.98 and \$5.98, all \$2.98. AT \$3.98-A very excellent lot of peau

de soie waists, assorted colors, black, also fine taffets silk waists, hemstitched and tucked, and black moire velour AT \$4.98, INSTEAD OF \$6.50-Peau

de soie waists, also new taffetas and peau de chine, in all colors and black, and one choice new Gibson model, stitched tucks, blue enamelled buttons, fancy stock collar, all at \$4.98.

Colored Petticoats and Wrappers.

These are quite distinctive and stylish sorts, all made as they should be made, and at such especially low prices as to deserve particular mention. AT \$2.98 INSTEAD OF \$3.98 AND | accordion pleated flounce and dust

\$4.98-Imported moreen petticoats in black, with deep pleated umbrella \$7.98, \$8.98 to \$50.00.
flounce, and some with silk Roman AT \$2.98, REGULAR \$4.25-Eider-AT \$1.49 INSTEAD OF \$2.25 -Extra quality black mercerized sateen petti-AT 98c. INSTEAD OF \$1.59 Black mercerized petitionats in different models, tucked and small juffles.

AT \$3.98 INSTEAD OF \$5.00 Black taffets silk petticoats, with accordion

rufite. Choice assurtment in finer at \$7.98, \$8.98 to \$50.00. down bath robes in cardinal, pink, light blue and grey, sailor coller, bound with Finer bath robes \$4.98, \$5.98 AT \$3.98 INSTEAD OF \$6.50 Quilted silk house coats for ladies, in assorted dressing sucques in cardinal, gray, pink and light blue, crucket edge, riblion at neck. Don't miss toks for Better quarty 7th, 188, to \$2.58.

LETTERS FOR SANTA CLAUS.

CHRISTMAS MAIL FOR HIN AT THE POST OFFICE

CHRISTMAS MAIL FOR HIN AT THE POST OFFICE OF THE POST OF THE POST

Arctic Circle." Buffers Buy Grandand.

*ing Honoron avenue. North Posc. "No.

20 Below Zera, Shirer street Grandand."

*inowhallytic Korth Posc. and '21 Lag st. Children Attempts to Write this Address of the Arctic Regions and there is a notice for a satisfact the Karlotte and there is the Arctic Regions and there is the Arctic Regions and there is the Arctic Regions and Regions and the Arctic Regions and Regions and Regions and the Arctic Regions and the Arctic Regions and the Arctic Regions and Regions a May first from the first passage families as when all the second of the presentation of a dealer when the the importance of a dealer when the the importance of a dealer when the the importance of a dealer when the presidence of presidence of the continuence of Personnel Person is the Acctual trains. However, I revised to the Dead Letter Department of Washington.

White occasional letters directed to Santa and Iconard there are attempts at most product and interpretable and its finance of some statement of the control of the control

\$0.00 AND \$8 50-Colored safters Warm franccienc might gowns, nest silk petticoats in black and colors, atripes, at 70c and sits. write the same regard for secretary at this or Arrest Pairs. All of Santa Claus's mall is held a prominent for the same regard for secretary at this or Arrest Price and to be approximated the contents are never investigated to a prominent feature for the discovery mall the interest and the interest are investigated to be contented as the interest and interest and the interest and the interest and the interest and interest and interest and interest and interest and interest and A see is foreign.

A see is fore